# STAGE 2 DESIGN AND TECHNOLOGY

# Communications Products - ART & DESIGN

ASSESSMENT TYPE 3

FOLIO

Planning

# SCHOOL: 919

# STUDENT:

DESIGN BRIEF

I1 Identification of a need, problem, or challenge.

Identify a need, problem, or challenge (why)

WHY - does the world need you to make this product?

I2 Creation and validation of an initial design brief based on needs analysis and task identification.

Design Brief

WHAT- Describe your product

WHO - Who is it for? (the target audience – youth, old people)

HOW- How will it be developed (programs i.e: – Photoshop, InDesign, IMovie)

WHAT ELSE - What other criteria do you have? (flexible /adaptable / bright & colourful)